SWEENY ISD

COMMUNICATIONS PLAN

Clear • Consistent • Connected

District Communications Coordinator
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Sweeny ISD Communications Plan

The purpose of the Sweeny ISD Communications Plan is to ensure that all stakeholders are informed of key updates, goals, events, and changes in a timely manner and in alignment with the district's mission, vision, and strategic plan.

Organizational Structure

Board of Trustees

- Donna Bohlar-Schroeder
- Amanda Baca
- Debra Fields-Bell
- Greg Clifton
- Nikki Woods
- Denise Arana
- Bryan Douget

District Administration

- Terri Watkins, Superintendent
- Kristin Effenberger, Chief Financial Officer
- Chris Kocurek, Director of Human Resources
- Kelley Henderson, Director of Curriculum, Instruction, and Assessment
- Sandra Vandaveer, Director of Federal and Special Programs
- DuWayne Dunn, Director of Technology
- Tyler Rowlett, Director of Operations
- Jay Seibert, Director of Athletics

Campus Administration

Sweeny Elementary

- Matt Way, Principal
- Amanda Parker, Assistant Principal

Sweeny Junior High

- Crayton Henry, Principal
- Kelley Bradshaw, Assistant Principal

Sweeny High School

- Dawn Thomas, Principal
- Karey Brown, Assistant Principal
- Philip Salazar, Assistant Principal

Introduction

Effective communication is essential to the success of any public school district. Sweeny ISD must communicate its mission, vision, and strategic plan to stakeholders effectively and efficiently.

When aligned with the district's mission, vision, and strategic plan, a communications plan is an essential tool. It helps the Board of Trustees, administrators, faculty, and staff keep stakeholders informed of important updates, goals, events, and changes. It also provides a clear strategy for how communications should be delivered, who should receive them, and when they should be sent. A communications plan helps ensure that everyone has access to timely information, promotes transparency, and builds trust between the district and its stakeholders, including parents, students, and community members.

This plan outlines strategies tailored to the district's needs, including in-person and online communication channels that are accessible and consistently used. It also provides clear channels for feedback and input.

The goal is to ensure that all internal and external stakeholders have timely access to information. The plan identifies specific communication channels and strategies for using them. To help ensure that stakeholders receive consistent information, the district will be intentional in selecting and limiting the platforms it uses. When stakeholders know where and how the district communicates, confusion and miscommunication can be reduced, along with the time and resources required to maintain multiple platforms.

Mission Statement

The Sweeny Independent School District, in partnership with parents and the community, will provide a quality education for all students, empowering them to pursue their full intellectual, physical, and social potential and developing them to become productive citizens in an ever-changing, interdependent world.

Vision Statement

Sweeny ISD is the District of Choice in the area, empowering all students and staff to maximize their potential.

Board Policy

The Sweeny ISD Board of Trustees has approved several district policies directly related to communication. This communications plan is an extension of those policies.

- DH(LOCAL) – Employee Standards of Conduct
- GB(LEGAL) – Public Information Program
- GBBA(LOCAL) – School Communications Program: News Media Relations
- DH(LEGAL) – Employee Standards of Conduct
- CPAB(LOCAL) – Office Communications: Mail and Delivery

Strategic Plan

A strategic plan is a living document used to communicate the district's goals and priorities. It helps ensure that stakeholders are working toward common goals and focuses the district's energy and resources on achieving them. As we look toward the future, we recognize that schools are being asked to do more, often with fewer resources. Planning for the future is more important than ever.

SISD has established six Strategic Goal Focus Areas:

1. Student Success
2. Fiscal Responsibility, Budget Transparency, and Recapture Reduction
3. Highly Qualified Staff
4. Community and Communications
5. District Facilities and Operations
6. Mental Health, Physical Safety, and Bullying Prevention

Strategic Planning Summary

This high-level overview highlights Sweeny ISD's strategic priorities, key focus areas, and success measures, serving as a roadmap for purposeful growth, stronger community connections, and meaningful opportunities for every student and staff member.

Student Success

- Expand tutoring and academic support programs
- Strengthen parent understanding of academic expectations and outcomes
- Grow GATA programs and career exploration opportunities
- Increase attendance through engagement and incentives
- Develop mentoring, peer support, and student feedback systems

Fiscal Responsibility, Budget Transparency and Recapture Reduction

- Strengthen financial accountability and transparency
- Optimize resource allocation and reduce inefficiencies
- Align spending with student needs and program impact
- Provide district-wide finance training
- Streamline fundraising and improve oversight

Highly Qualified Staff

- Support teachers through survey, feedback, and workload evaluation
- Strengthen professional development, including technology and AI training
- Improve recruitment, onboarding, and mentorship programs
- Recognize and celebrate staff achievements
- Ensure alignment across PK-12 programs

Community & Communications

- Create a unified district communication strategy
- Simplify platforms and improve transparency
- Increase family involvement through events and PTO participation
- Develop helpful resources (videos, guides, parent tools)
- Strengthen community partnerships and district storytelling

District Facilities & Operations

- Address facility needs (HVAC, roofing, internet, safety)
- Improve campus safety and emergency preparedness
- Evaluate transportation and operational systems
- Identify cost-saving opportunities across the district
- Improve efficiency through better systems and processes

Mental Health, Physical Safety & Bullying Prevention

- Implement a comprehensive safety and wellness program
- Staff complete annual training on mental health awareness bullying identification and intervention, suicide prevention and emergency safety protocols
- Students participate in age-appropriate safety and bullying prevention lessons

SWEENY INDEPENDENT SCHOOL DISTRICT

Communication Priorities

Effective communication is essential to ensuring that students, parents, staff, and community members stay informed about Sweeny ISD's goals, initiatives, and events. The district is committed to providing clear, consistent, and accessible communication through a variety of in-person and online channels. These efforts include hosting campus and district events, using social media, maintaining an updated district website, and providing opportunities for parents, staff, and community members to ask questions and stay informed.

The priority of the district's communications plan is to ensure that everyone knows when, where, and how to access district information. As technology continues to evolve, so do the platforms available for communication. While it is not possible for the district to use every social media or online platform, Sweeny ISD will be intentional and consistent in selecting the platforms it uses. The district will clearly communicate where information can be found, how questions can be submitted, and how feedback can be shared.

Sweeny ISD also recognizes the importance of two-way communication. The district will strive to create an open and welcoming environment where parents, staff, and community members feel comfortable sharing questions, concerns, and suggestions. Open communication helps build trust, encourages involvement, and allows individuals to feel informed and included in the district's decision-making process.

The Sweeny ISD Communication Preferred Method Chart is intended to serve as a quick reference for the communication methods the district will use based on the type of information being shared. The audience for each communication will be determined by the nature and purpose of the information.

All emergency alerts and school-closing notifications will be sent to the contacts listed for each student in the district's student management system, Skyward.

Sweeny ISD Communication

PREFERRED METHOD CHART

Type of Communication	Website	Phone Alert	Email	Social Media	Media
Emergency Alert		✓	✓		
School Closing	✓	✓	✓	✓	✓
Event Promotion			✓	✓	✓
Announcements			✓	✓	
General Information	✓		✓	✓	

Communication Methods

Emergency Alerts

Emergency alert notifications will be sent to the contacts listed for each student in the district's student management system, Skyward.

School Closings

Examples include weather events and electrical, water, or HVAC issues.

Event Promotion, Announcements, and General Information

Information will be shared through email and posted on social media. Occasionally, a phone alert will also be sent to help ensure that all families receive important or time-sensitive information.

Website and Social Media

Sweeny ISD maintains a website with required postings, campus information, and the academic calendar. The district website is: https://www.sweenyisd.org/

Social media platforms are used to share information with parents, students, staff, and the community. The following social media accounts are approved for organizations throughout the district:

- Sweeny ISD
- Sweeny High School
- Sweeny Junior High
- Sweeny Elementary
- Sweeny ISD Athletics – Home of the Bulldogs
- Sweeny High School Soccer
- Sweeny High School Baseball
- Sweeny HS Softball Lady Bulldogs
- Sweeny Interact
- Sweeny High School FFA
- Sweeny High School Belles Dance Team

Campus social media pages are maintained by the District Communications Coordinator and campus liaisons.

District Communications Contacts

District Communications Coordinator

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(979) 491-8141

Sweeny Elementary Campus Liaison

Linda Leopold
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Sweeny Junior High Campus Liaison

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Sweeny High School Campus Liaison

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